



2010-2011

STRATEGIC  
*plan*





# Our Mission:

The Licking County Chamber of Commerce is a business organization that supports our member businesses and advances the economic well being of the Licking County Community.

# Our Vision:

To serve as the Licking County business leader. We will advocate for a greater appreciation of the competitive enterprise system, promote economic and community development, provide value to our members, create community leadership, and enhance the quality of life in Licking County.

# We Value:

- Enhancing the civic, social and economic welfare of Licking County
- A shared vision of the future and the power of the collective resources of our membership, working with a common drive and passion to have a positive impact on the community
- Helping those who realize opportunities to succeed and enrich the community
- The belief in the dignity and goodness of all people to affect a positive difference
- Encouraging economic development, providing tangible benefits to community investors, and serving as an advocate for a pro-business environment in Licking County

# Strategies

Five key strategies support our mission, vision and values.

- To focus efforts more on Economic Development
- To increase membership
- To become more knowledgeable on local issues facing all parts of the county
- Increase communication with members and community
- To be strong advocates for our members
- To create a stronger partnership between business and education



# Strategy 1

To focus efforts more on Economic Development

## Objectives:

- Create an Economic Development Fund and raise funds through an “Optional Economic Development Investment” on all investment invoices
- Include a one-page informational sheet explaining what the Economic Development Investment will be used for and include that in all investment invoices
- Continue to raise funds as needed for 79|Seventy and Workenomics
- Utilize media to educate the public on what the chamber does with regards to economic development
- Utilize all types of communication with members to explain what the chamber does with regards to economic development
- Make personal visits to all city/village council meetings to talk about what the chamber can help them with regarding economic development
- Utilize testimonials where appropriate

## Who:

Staff, Board and Economic Development Committee

## When:

Start the optional investment amount in January 2011; all others are on-going initiatives.

# Strategy 2

Increase Chamber Membership

## Objectives:

- Create a better Membership Drive by increasing involvement from the Board of Directors and the Membership Committee
- Hold an event for all new members who joined during the year
- Set-up a mentoring program where we assign every new member to a member of the Membership Committee who will contact them and welcome them at our events
- Increase the number of people on the Membership Committee
- Hold quarterly new member orientation discussions at an BAH event

## Who:

Staff, Board, Membership Committee

## When:

Hold annual Membership Drive each spring. Schedule a new member appreciation event at the end of the fiscal year. All other items will be on-going throughout the year.



# Strategy 3

To become more knowledgeable on local issues facing all areas of the county

## Objectives:

- Make personal visits to all city/village/township meetings at least twice a year
- Send out industry specific surveys each quarter
- Host three Local Leaders events
- Communicate with membership and community regarding local issues

## Who:

Staff, with main focus from Chamber President

## When:

All items are on-going throughout the year.

# Strategy 4

Increase communication with members and community

## Objectives:

- Write and submit a monthly guest column each month to be used by the local media
- Survey the membership annually to get feedback on what benefits they are using and how we can better help their business
- Survey the membership at least quarterly with industry-specific questions to keep on top of local issues.
- Make membership calls/send letters every month

## Who:

Staff

## When:

All items are on-going throughout the year.



# Strategy 5

To be strong advocates for our members

## Objectives:

- Hold Legislative events where our members can interact with local, state and federal elected officials
- Each year, bring in our two congressmen, two state representatives and state senator for a roundtable with our Board and Government Affairs Committee
- Continue to host Local Leaders Luncheons three times per year

## Who:

Staff, Board, Government Affairs Committee

## When:

These events will be scheduled and held throughout the year.

# Strategy 6

To create a better partnership between business and education

## Objectives:

- Utilize the monthly guest column to include topics of business and education events/projects
- Host one Local Leaders Luncheon a year focusing on the topic of education
- Host a meet and greet or BAH for teachers and/or superintendents once a year

## Who:

Staff, Education Committee

## When:

All items are on-going throughout the year.

# Board of Directors

**Patrick Guanciale**, *Chairman*  
Coldwell Banker/King Thompson

**Tom Cummiskey**, *Chair-Elect*  
Park National Bank

**Larry Parr**, *Treasurer*  
Mid-Ohio Development

**Kim Lust**, *Past-Chair*  
State Farm

**Charles Dutch**  
The Boeing Company

**Lora Rand**  
Bayer MaterialScience

**Mike Morris**  
pARTnership Consulting

**Mike Massaro**  
Tectum, Inc.

**Lindsay Englefield**  
First Federal Savings

**Brad Byrd**  
The Energy Cooperative

**Steve Cohen**  
Screen Machine Industries

**Mary Albright**  
Reese, Pyle, Drake & Meyer, L.L.P.

**Connie Hawk**  
Licking County Foundation

**Carolyn J. Matthews**  
Goodrich

**Damien Bawn**  
Johnstown Monroe Local Schools

**Christian Robertson**  
Robertson Construction

**Vince Brown**  
Owens Corning Science and  
Technology Center

**Jack Stickle II**  
Henderson-VanAtta-Stickle Funeral & Cremation Svcs.

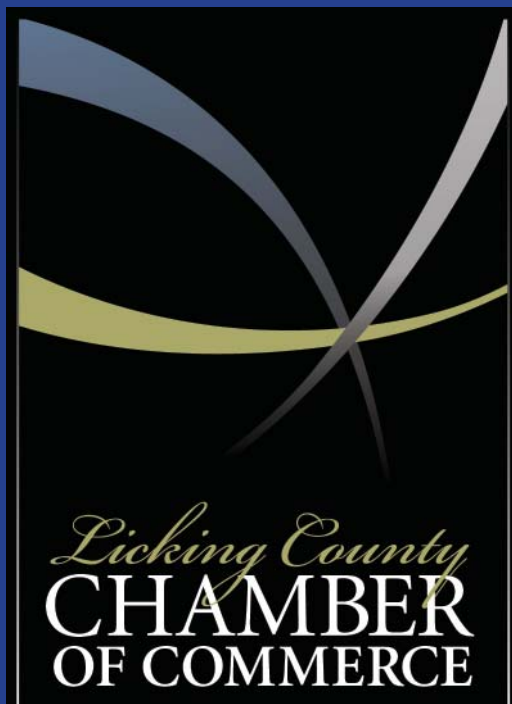
# Chamber Staff

**Cheri Hottinger**  
President

**Jennifer McDonald**  
Vice President

**Vicky Crist**  
Membership Director

**Mandy Rector**  
Office Manager



50 West Locust Street  
P.O. Box 702  
Newark, OH 43058-0702  
740/345-9757

[www.lickingcountychamber.com](http://www.lickingcountychamber.com)